

### **REMARKS/ARGUMENTS**

In response to the Examiner's Office Action of September 23, 2008 issued in relation to the present Patent Application, the Applicant submits Amendments to the claims, and the below Remarks.

Claims 32 and 40-42 are presented for examination.

#### ***Regarding 35 USC 103 Rejections***

Claim 34 is rejected under 35 USC 103(a) as being unpatentable over Seidman (US 5,080,364).

Claim 32 is rejected under 35 USC 103(a) as being unpatentable over Seidman in view of Stangl (US 7,197,642).

Claim 38 is rejected under 35 USC 103(a) as being unpatentable over Seidman in view of Silverbrook et al. (US 6,457,883), in further view of Stangl.

Claims 34 and 38 have been cancelled from the application.

Claim 32 has been amended to more clearly define the present invention. New claims 40-42 have been added to the application.

Seidman in view of Stangl fails to teach at least the features of receiving the interaction data including a sensing device ID of the sensing device, and identifying a telecommunication address of the entrant from the sensing device ID. Also, Seidman does not teach sending any messages to the entrant. Winning is displayed on display sign 20. The combination is therefore improper. Also, with regards to the sensing device ID, Seidman has no motivation to identify the terminals 14 (scanning devices). Any of the terminals may be used, and the process from each is exactly the same. There is thus no motivation to attribute an identifier to the particular terminal 14. Furthermore, even if an identifier is allocated to each terminal, there is no disclosure as to what is to be done with that additional data. There is no disclosure or motivation to identify a telecommunication address of the entrant from the sensing device ID, because in Seidman the terminals belong to the casino.

Claims 32, and 40-42 are allowable for at least the reasons presented above.

### CONCLUSION

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

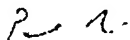
Very respectfully,

Applicant/s:



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